

The Hybrid, 7 Steps.

The step-by-step way to make a 30 to 60 second video ad that looks exactly the way you pictured it.

WHY IT'S DONE IN PIECES

No video model can make a believable 30 to 60 second ad in one go yet. So you make short scenes, put them together yourself, and add the voice and music separately.

Where this fits: this is the 4th of the 4 methods in the lesson. It gives the best result and takes the most work. If you just need believable video fast, use Arcads on their own site instead. That's the faster path and the one to pick the first time you test an idea.

The 7 steps

WORK THEM IN ORDER

1

Plan it with Claude

Ask Claude for openers, the visual idea, the script and a shot list. Work from your case file so the words stay in your customer's language.

2

Make the scenes with Claude and Higgsfield

Short clips, 5 to 10 seconds each, one action per clip. Give it your master product image as the reference every time, so the product doesn't change shape between scenes. Expect to redo some.

3

Cut it together in the Ad Video Editor

The free tool that comes with this lesson. Load the folder of scenes, drag them onto the timeline, then trim, reorder and adjust speed. Export the cut list so Claude can make a clean final version later.

4

Record the voice-over in ElevenLabs

Use the script from step 1. The paid Starter plan is about \$6 and includes the commercial license. The free plan doesn't, so don't use it for an ad you're going to run.

5

Find a royalty-free music track

Epidemic Sound is the usual choice. Ads need their Pro plan, about \$40 a month, and there's a 30-day free trial.

6

Hand it all to Claude to finish

Give Claude the cut, the voice-over and the music, and ask it to put the final ad together with captions. Include the cut list from step 3 if you exported one.

7

Polish

Go through frame by frame and fix anything that bothers you. This is where the ad stops looking like AI made it.

What it costs

PRICES CHANGE, SO CHECK EACH SITE

- Higgsfield Plus, about \$59 a month, for the scenes.
- ElevenLabs Starter, about \$6 a month, for the voice-over.
- Epidemic Sound Pro, about \$40 a month, for the music, or use the 30-day free trial.

The same-day cancel rule: subscribe, make your ads, and cancel the same day. You keep the month you paid for and don't get billed again.

How long it takes

THE HONEST NUMBER

4 to 8 hours for 1 ad. This method is for the founder who wants the ad exactly right, not for someone testing an idea for the first time.

Common mistakes

AVOID THESE

- Trying to make the whole ad in 1 clip.
- Forgetting the master image reference, so the product changes between scenes.
- Writing a script longer than the visuals can carry.
- Letting the music play louder than the voice.